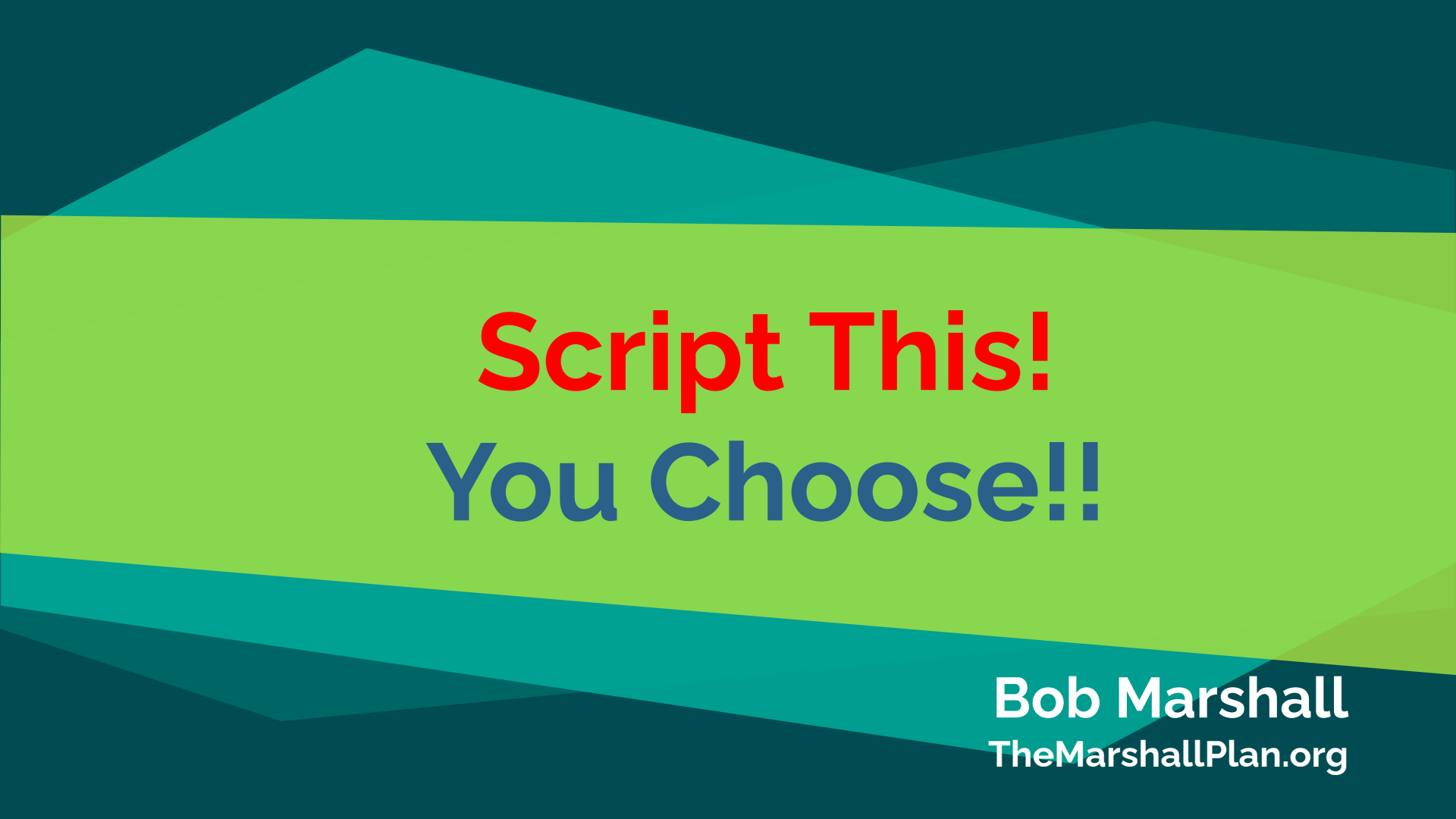




Script This!
You Choose!!

Bob Marshall
TheMarshallPlan.org

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Welcome

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Today's Presentation

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Scripts & Recruitment History

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Scripts & The Human Voice



...and now the Scripts!

Marketing Script

8. Marketing – without using an MPC

Hi this is Bob Marshall; I'm with TBMG, International.

I'm an executive recruiter in the commercial construction industry. I specialize in the Southeastern United States.

I primarily work with midsize companies doing between 50 and 400 million a year in revenue, primarily Design, Build, Negotiate and Relationship firms. I've worked in that industry for 17 years. I've placed north of 800 people in that market. I know that's a lot, but I have.

And the reason for my call today is I've never worked for you. I'm interested in getting to know you, introducing myself to you and seeing how I can best help you in the future.

Even if today is not the day you need somebody, that's totally fine, I still want you to know me and I want to know you."

Recruiting Script

13. Recruiting – Direct Approach

“Mr. Potential Recruit, my name is Bob Marshall and I am a Recruiter. I am on an assignment for a client company (Note: I have prequalified the prospect so that I know what he does).”

“I am on assignment for a \$300,000,000 privately-held company that has been in business for 46 years. In that 46 years they have shown tremendous growth to the point that just a little while back they had a division doing \$14,000,000 and their biggest competitor was doing \$25,000,000 so they bought their competitor out to form a bigger division. This company can do this because they are very well-financed. In this day and age of high rent and interest rates they owe virtually no money. In addition to that, they have come out with a dynamic new product line. This product line has revolutionized their industry. And because it has revolutionized their industry they are putting on 18 new people right now.”

“Now, Mr. Recruit, are you qualified to work for a company like that?”

(He doesn't tell him about the job yet and he doesn't try to recruit him yet)

Matching Script

15. Matching – The Pre-Matching Call

Call the employer and whet his appetite!

“Just checking with you before I pursue this further. I have a lead on a candidate who could very well be the answer to the ‘x’ position. My information, at this point is ‘y’.” List some features and throw in benefits wherever possible.

“How does this person sound so far? Do you want me to go get him?”

Occasionally, during this phase of the pre-match, the employer will say, “Find out if he has experience in ‘z’ or see if he’s done such & such.” What you get is a closer look, and a better understanding, of the employer’s hot buttons!

“Now, if I can get him interested in the opportunity your firm has to offer, I’ll get back to you either later today or tomorrow. We can coordinate an appointment then.”

Some of the time you will have already done a pre-match to the candidate – just whetting his appetite. In this case, you can return to him with the excitement that you have accomplished the task of getting the employer interested.

Matching Script (continued)

After creating a sincere interest on the part of the candidate, go back to the employer!

“When we talked this morning (yesterday), you said you were anxious to see if my (mechanical engineer) would be interested in talking to you. He is!”

Give any additional information that the employer requested during the pre-match. If he didn't ask for details, don't give many now—don't oversell! Your goal is to arrange the interview.

“Now, all we need is a time. He's available for a late afternoon appointment tomorrow or Friday. Which is better for you?”

For some reason there are less objections brought up with this pre-match technique. The first contact doesn't force a commitment on the part of the employer, yet upon the return call, all is assumed to be going full speed ahead.

Matching Script (continued)

This Pre-Match Presentation Pays!

How many times did you get a candidate fired-up about a situation and then find the employer totally unimpressed—or filled with ‘editing out’ questions?

The employers are faced with substantial fees in order to use our services. Let’s show them we are working for them! Call them when you have leads! We consider leads:

1. Prospects (Potential Recruits):
2. Resume newly acquired;
3. Candidate previously secured who qualify for the position;
4. Referrals from recently placed candidates.

Matching Script (continued)

Never tell the source of the lead, and absolutely avoid sending paper. How can you send paper when all you have is a lead anyway?

A small percentage of the time, the pre-match doesn't lead to a send-out. But you still don't lose! You gain valuable information, in addition to showing the employer that you are working hard to fill that position.

Remember this:

Company cooperation is strengthened EACH time the contact person (HM) feels that the company is getting the service for which they may eventually pay thousands of dollars!

Objections Script

22. Company or Candidate Objection – The Universal Objection Response

Bring it back to URGENCY

“Oh, I’m sorry. I misunderstood. I thought you had some urgency in your search, but you don’t.

“You see, when my clients have urgency (state the objection) never comes up. But, by you stating that objection, you are really saying to me, in other words, that you don’t have any urgency and I can understand that. You see, I am paid to circumvent the time factor and if you have no time factor to circumvent then you don’t need me. Indeed, you don’t need any recruiter. Should that change, please give me a call. And, of course, I will be calling you from time to time.”

27. Negative Yes

This is sometimes called the “Is It... Close”. This is for the candidate or hiring manager who is the opposite of the ones we just talked about. These folks give us no information. They are just not sure of what the problem is. Trying to get information out of these people is like attacking an amorphous mass; a cloud. So, what we are going to do with this close is to attempt to isolate the real objection.

Let’s say that we are trying to close a Hiring Manager (HM). This is what we say: “OK June, but just to clarify my thinking, what is it that bothers you about Jim, is it his education?” You don’t hesitate after you say ...what bothers you about Jim, or the HM might say everything and you are right back to where you started. So, go right into your series of “is it’s” without stopping. At this point the HM will usually answer “No”, thus the Negative Yes or “No Means Yes” close. Then you follow with, “Is it his professional background?” She says No. “Is it how he interviewed?” She says No, etc. So, you see what you are doing. One by one, you are taking away the objections and determining what really is the final objection. Then you can attack that objection.

Conclusion



**Be
The
Frog!**



Thanks!

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